

FOR IMMEDIATE RELEASE

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Driving the Right Message: “Safe Teen Driving Begins With You” Campaign Targets Parents of Teen Drivers

Lincoln – The “Driving the Right Message” campaign’s goal is to educate parents about the important role they play in keeping their teen safe at the wheel. Sponsored by the Nebraska Department of Health and Human Services, the campaign will reach parents through a variety of methods, including movie theater and gas pump topper ads, web site ads and posters. The campaign’s logo includes a QR code that takes parents to the web site which provides resources and tools about how to keep teen drivers safe.

“This campaign is another way to make a positive impact on teen-related crashes,” said Courtney Phillips, DHHS Chief Executive Officer. “By educating parents about their important role in teen driver safety, we are also helping teens become responsible, skilled drivers.”

With motor vehicle crashes being the leading cause of death for Nebraska’s teen drivers, parental involvement is crucial. Parents who are supportive and involved with their teen driver can lower their teen’s crash risk by 50 percent. Modeling safe driving practices such as always using a seat belt, no cell phone use and driving the speed limit also makes an impact. Teen drivers with involved parents are:

- Twice as likely to use their seat belt
- 70 percent less likely to drink and drive
- Half as likely to speed
- 30 percent less likely to use a cell phone while driving
- Significantly less likely to drive with multiple passengers (Children’s Hospital of Philadelphia)

“Parents play a key role, and when they talk to their teens about safe driving, they are helping to prevent car crashes. We hope that this campaign will spark a conversation between parents and their teen driver,” said Judy Martin, Deputy Director of Community and Environmental Health of DHHS.”

For information about what works to keep teens safe at the wheel, visit the “Driving the Right Message” web site parentsdrivethemessage.ne.gov or contact Jeanne Bietz at 471-0361 or Jeanne.bietz@nebraska.gov.

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Note: 2x2 display ads and radio PSAs are available for downloading at www.dhhs.ne.gov/SeatBelts.